

Wyeth: Performance, Capabilities, Goals and Strategies in the Worldwide Pharmaceutical Market

<https://marketpublishers.com/r/W2B694E3A07EN.html>

Date: October 2010

Pages: 65

Price: US\$ 1,520.00 (Single User License)

ID: W2B694E3A07EN

Abstracts

Global PDF: US\$ 3,900.00

A strategic assessment of Wyeth, one of the world's leading pharmaceutical companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global pharmaceutical market.

Contains 65 pages and 7 tables

Contents

I. EXECUTIVE SUMMARY

II. BUSINESS ORGANIZATION

III. SENIOR MANAGEMENT

IV. FACILITIES AND EMPLOYEES

V. TECHNOLOGICAL KNOW-HOW

VI. PRODUCT PORTFOLIO

VII. MARKETING TACTICS

VIII. SALES AND PROFIT GROWTH

IX. R&D EXPENDITURES AND MAJOR PROGRAMS

X. COLLABORATIVE ARRANGEMENTS

XI. STRATEGIC DIRECTION

LIST OF TABLES

Table 1: Wyeth Sales by Business Segment

Table 2: Wyeth Sales Growth by Business Segment

Table 3: Wyeth Sales and Operating Profit Growth

Table 4: Wyeth Sales by Therapeutic Category

Table 5: Wyeth Sales by Major Drug

Table 6: Wyeth Consumer Healthcare Sales by Product

Table 7: Wyeth Consumer Healthcare Sales Growth by Product

I would like to order

Product name: Wyeth: Performance, Capabilities, Goals and Strategies in the Worldwide Pharmaceutical Market

Product link: <https://marketpublishers.com/r/W2B694E3A07EN.html>

Price: US\$ 1,520.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W2B694E3A07EN.html>